

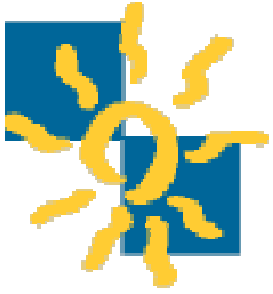
*the center for a new*  
**American dream**

[newdream.org](http://newdream.org)

# Using Eco-Labels Effectively

Can Someone Else Tell Me What's  
Green?





# Eco-Label Objectives

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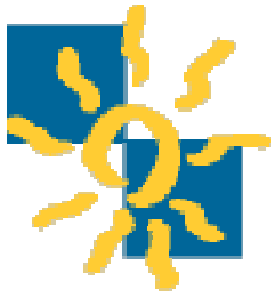
- Communicate verifiable and accurate information.
  - Encourage demand and supply of environmentally sound products and services.
  - Reduce stress on the environment.
  - Stimulate market-driven continuous environmental improvement.
-



# Beware of Misleading Claims

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- Eco-safe
  - Environmentally friendly
  - Earth friendly
  - Earth smart
  - Environmentally safe
  - Environmentally preferable
  - Essentially non-toxic
  - Practically non-toxic
  - Made with non-toxic ingredients
  - Degradable
  - Biodegradable
  - Compostable
  - Environmentally safe
  - CFC-free
  - Ozone friendly
  - Recyclable
-



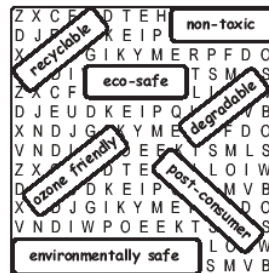
# FTC Green Marketing Guidelines

GENERAL

For The Consumer  
Federal Trade Commission  
1-877-FTC-HELP  
www.ftc.gov

## FTC FACTS for Consumers

### Sorting Out 'Green' Advertising Claims



**G**rocery shelves, hardware stores, card shops, and other retail operations are filled with products and packages announcing environmental features that may influence your purchasing decisions. But when it comes to products and packaging, what do claims like "environmentally safe," "recyclable," "degradable" or "ozone friendly" really mean? The Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA) want you to know.

The FTC, in cooperation with the EPA, has developed guidelines for advertisers to ensure that their environmental marketing claims don't mislead consumers. Here are six tips to help you sort through environmental claims.



#### ENVIRONMENTAL CLAIMS SHOULD BE SPECIFIC.

When you evaluate environmental claims in advertising and on product labels, look for specific information. Determine whether the claims apply to the product, the packaging, or both. For example, if a label says "recycled," check how much of the product or package is recycled. The fact is that unless the product or package contains 100 percent recycled materials, the label must tell you how much is recycled.

Increasingly, labels on "recycled" products tell where the recycled material comes from. "Post-consumer" material comes from previously used business or



Available at:  
[www.ftc.gov](http://www.ftc.gov)

## Facts for Business

### Environmental Marketing Claims



Federal Trade Commission  
Bureau of Consumer Protection  
Office of Consumer & Business Education  
1-877-FTC-HELP  
[www.ftc.gov](http://www.ftc.gov)

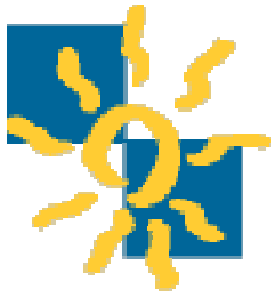
October 1999



# Classifying Eco-Labels

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- Warning labels
  - Seal of approval - ISO Type I
  - Single attribute - ISO Type II
  - Report card - ISO Type III
  - Multi-tier
-



# Warning Labels

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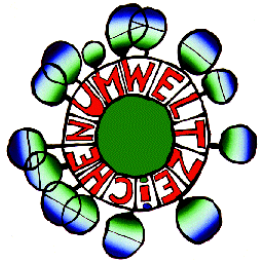
**WARNING**  
DRINKING ALCOHOL DURING  
PREGNANCY CAN CAUSE  
BIRTH DEFECTS  
**AVERTISSEMENT**  
LA CONSOMMATION D'ALCOOL  
DURANT LA GROSSESSE PEUT  
PROVOQUER DES ANOMALIES  
CHEZ LE FŒTUS





# Seal of Approval (Type I)

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AUSTRIA



CANADA



CHINA



CROATIA



EU



FRANCE



GERMANY



JAPAN



INDIA



NORDIC  
COUNTRIES



SINGAPORE



THAILAND



The CZECH  
REPUBLIC



THE  
NETHERLANDS



USA



# Single Attribute (Type II)

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- Statements

- Compostable, biodegradable, recyclable

- Symbols

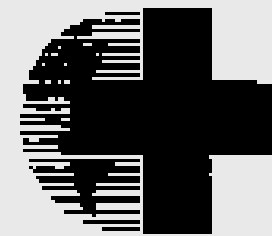


Printed on 100%  
Tree-Free Media





# Report Card (Type III)



**CERTIFIED**  
**Environmental**  
**Savings**

By using this product, you reduce:

- ✓ Energy consumption by 4 times
- ✓ Carbon dioxide emissions by 5 times
- ✓ Acid rain gases by 3 times
- ✓ Toxic water pollutants by 13 times
- ✓ Solid waste by 10 times

**SCIENTIFIC CERTIFICATION SYSTEMS**

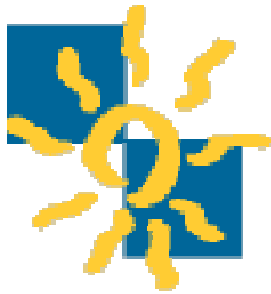


# Multi-Tier Label

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**LEED<sup>TM</sup>**  
LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN



# LEED Overview\*

## Sustainable Sites

- Prerequisite 1 Erosion & Sedimentation Control
- Credit 1 Site Selection
- Credit 2 Development Density
- Credit 3 Brownfield Redevelopment
- Credit 4 Alternative Transportation
- Credit 5 Reduced Site Disturbance
- Credit 6 Stormwater Management
- Credit 7 Landscape & Exterior Design to Reduce Heat Islands
- Credit 8 Light Pollution Reduction

## Water Efficiency

- Credit 1 Water Efficient Landscaping
- Credit 2 Innovative Wastewater Technologies
- Credit 3 Water Use Reduction

## Energy & Atmosphere

- Prerequisite 1 Fundamental Building Systems Commissioning
- Prerequisite 2 Minimum Energy Performance
- Prerequisite 3 CFC Reduction in HVAC&R Equipment
- Credit 1 Optimize Energy Performance
- Credit 2 Renewable Energy
- Credit 3 Additional Commissioning
- Credit 4 Ozone Depletion
- Credit 5 Measurement & Verification
- Credit 6 Green Power

## Materials & Resources

- Prerequisite 1 Storage & Collection of Recyclables
- Credit 1 Building Reuse
- Credit 2 Construction Waste Management
- Credit 3 Resource Reuse
- Credit 4 Recycled Content
- Credit 5 Local/Regional Materials
- Credit 6 Rapidly Renewable Materials
- Credit 7 Certified Wood

## Indoor Environmental Quality

- Prerequisite 1 Minimum IAQ Performance
- Prerequisite 2 Environmental Tobacco Smoke (ETS) Control
- Credit 1 Carbon Dioxide (CO<sub>2</sub>) Monitoring
- Credit 2 Ventilation Effectiveness
- Credit 3 Construction IAQ Management Plan
- Credit 4 Low-Emitting Materials
- Credit 5 Indoor Chemical & Pollutant Source Control
- Credit 6 Controllability of Systems
- Credit 7 Thermal Comfort
- Credit 8 Daylight & Views

## Innovation & Design Process

- Credit 1 Innovation in Design
- Credit 2 LEED Accredited Professional

\*Information based on LEED v.2.1 as revised 3/14/03.



# LEED Overview\*

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- Includes both mandatory and desirable attributes.
- Regimented certification procedures.
- Projects can earn up to 69 total points.
- Projects rated according to following:
  - Certified (26 - 32 points)
  - Silver (33 - 38 points)
  - Gold (39 - 51 points)
  - Platinum (52 - 69 points)



# Comparing Eco-Labels

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- Validity of the standard
- Standard setting process
- Verification process



# Standard Validity

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- Clear and consistent meaning
  - Very specific requirements
  - Information should be meaningful and verifiable
  - Must not conflict with Federal Trade Commission *Guides for the Use of Environmental Marketing Claims.*
-



# Standard Setting Process

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- No conflict of interest
  - Lifecycle considerations
  - Broad stakeholder participation
  - Transparent development process
  - Comments publicly available
-



# Verification Process

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- Self certification
  - Self certification with random audits
  - Independent third-party certification
  - Independent third-party certification with on-site audits
-

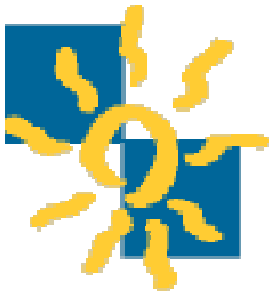




# Who Should You Trust?

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# Compare the Programs

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Environmental Criteria Excerpts	FSC-US	SFI '02-'04
Prevents forests from being converted to plantations	Yes	No
Protects old-growth forests (U.S.) and high conservation value forests (international)	Yes	No
Adequately controls large-scale clear cutting	Yes	No
Prevents use of genetically modified organisms	Yes	No
Includes social factors in certification	Yes	No
Requires field-based performance thresholds	Yes	No
Includes "chain of custody" tracking system	Yes	No
Requires consistent application of standards	Yes	No
Independent of vested industry interests	Yes	No
Requires public consultation during certification process	Yes	No
Embraced by most major environmental organizations	Yes	No

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- [illegible]

- 15 attributes

- [illegible]

\* = 50+ points

- 31 attributes

- Rating system (3 stars is best)



- [illegible]

- [illegible]

- [illegible]

\* = 50+ points

- 9 mandatory; 22 additional
- Rating system (3 stars is best)



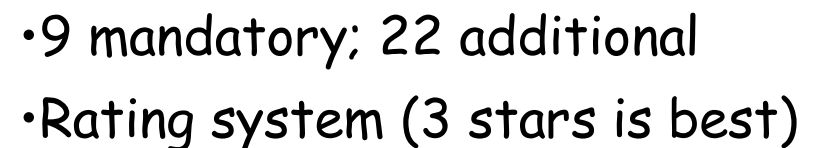
- [illegible]

- [illegible]

- [illegible]

\* = 50+ points

- 9 mandatory; 22 additional
- Rating system (3 stars is best)





## Beware of "Improved" Criteria

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Some of the highest ranking products (three stars) under the "improved" system would not meet the minimum requirements of the "weaker" criteria.

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# Using Eco-Labels

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Good News:

**Labels make life easier.**

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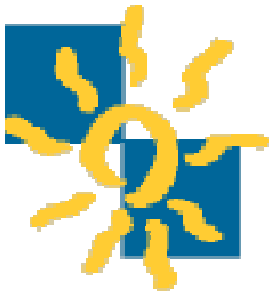




# Using Eco-Labels

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- Researching human health and environmental considerations
  - Developing purchasing specifications
  - Rewarding certified products
  - Requiring certified products
-



# EPA Green Power Purchase

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## A.10 RENEWABLE POWER

The EPA would like to take advantage of the opportunity to reduce the environmental impact of their electricity consumption at the EPA Richmond, CA laboratory by choosing an electricity supplier that provides 100 percent renewable power. For the purposes of this contract, renewable power is defined as biomass, solar thermal, photovoltaic, wind, geothermal, small hydropower of 30 megawatts or less, digester gas and landfill gas. This is the definition for "renewable electricity generation technology" contained in California Public Utilities Code 383.5, but excludes waste tire and municipal solid waste generation technologies. In the case of a tie, priority will be given to renewable power from "New" renewable generation facilities. "New" facilities are those which became operational on or after September 23, 1996, per California law.

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# EPA Green Power Purchase

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## A.11 GREEN-e REQUIREMENTS

Green-e certification, including strict adherence to the Green Power Board's Code of Conduct (see Exhibit 1) is the minimum standard for this contract. This is the most efficient way for the EPA to ensure that the Contractor is adequately fulfilling its obligation to provide green power, as specified in this contract. The Contractor's product must be Green-e certified within 45 days of contract award. Failure to obtain the Green-e certification, failure to deliver 100 percent renewable energy, as measured by the one year settlement period described in Section A.4, or the loss of the Contractor's Green-e certification shall be grounds for Termination for Cause. The Contractor's liability to the EPA under a Termination for Cause shall be the cost of reprocurement, as well as any incidental or consequential damages incurred as a result of the termination.

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# EPA Green Power Purchase

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## A.11 GREEN-e REQUIREMENTS (cont.)

Green-e requirements can and do change from year to year.

Contractors will be expected to meet all new Green-e requirements, including the requirement that a percentage for renewable generation come from "new" sources (see Exhibit 2).

If the Green-e brand name ceases to exist, the Contractor shall be responsible for submitting to the Contracting Officer or his Authorized Representative a report that includes all the information specified in the Green-e Code of Conduct, Section VI Product Substantiation. The report shall be accompanied by a signed affidavit attesting to the accuracy of the report. If the Contractor knowingly renders erroneous information, in addition to other remedies available to the Government, the Contracting Officer may terminate the contract for cause.

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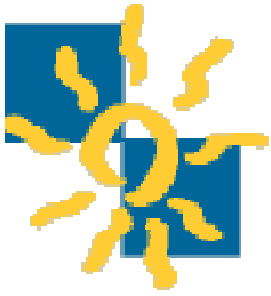


# DOI Cleaning Contract

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"For the recycled content products evaluation, all non-chemical products proposed for use under this contract must conform to the **Environmental Protection Agency (EPA) Comprehensive Procurement Guide (CPG)** if the products are CPG-designated items. It is desirable for products that meet the desired objective (e.g., ability to clean effectively) and are not CPG-designated items also to contain the highest-possible amounts (by percentage) of recovered material(s) and post-consumer content."

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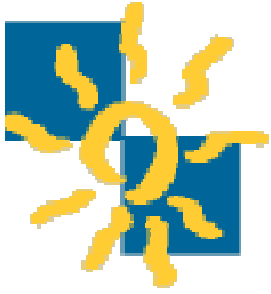


# PA Cleaning Contract

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General/All/Multi Purpose - Heavy Duty	Used For: Floors, Walls, Surfaces, Glass (Non Food Contact Surface) Specifications: 1) Must meet ASTM Standards for General Purpose
General/All/Multi Purpose - General	2) Must be able to be diluted at ratios for both heavy duty and general cleaning 3) Must be <b>Green Seal certified or meet Green Seal standards</b> (Please see <a href="http://www.greenseal.org">www.greenseal.org</a> )
<b>Degreaser – Heavy Duty</b>	Used For: Floors, Walls, Surfaces, Glass (Non Food Contact Surface) Specifications:
<b>Degreaser – General</b>	1) Must meet ASTM Standards for General Purpose 2) Must be able to be diluted at ratios for both heavy duty and general cleaning
Bathroom Cleaner	Used For: Urinals, Sinks, Toilets Specifications: 1) Non-Acid 2) Must meet ASTM Standards for Bathroom Cleaner 3) Should not be harmful to metal 4) Must be <b>Green Seal certified or meet Green Seal standards</b> (Please see <a href="http://www.greenseal.org">www.greenseal.org</a> )
Glass Cleaner	Used For: Mirrors, Windows Specifications: 1) Non-Ammonia 2) Streak-Free 3) Must meet ASTM Standards for Glass Cleaner 4) Must be <b>Green Seal certified or meet Green Seal standards</b> (Please see <a href="http://www.greenseal.org">www.greenseal.org</a> )

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# Popular Labels

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- Chlorine Free Products Association - [www.chlorinefreeproducts.org](http://www.chlorinefreeproducts.org)
  - Energy Star - [www.energystar.gov/purchasing](http://www.energystar.gov/purchasing)
  - Environmental Choice - [www.environmentalchoice.ca](http://www.environmentalchoice.ca)
  - Forest Stewardship Council - [www.fsc.org](http://www.fsc.org)
  - Green-e - [www.green-e.org](http://www.green-e.org)
  - Green Guard - [www.greenguard.org](http://www.greenguard.org)
  - Green Seal - [www.greenseal.org](http://www.greenseal.org)
  - Green Building Council (LEED) - [www.usgbc.org/leed](http://www.usgbc.org/leed)
  - Scientific Certification Systems - [www.scscertified.com](http://www.scscertified.com)
  - TCO - [www.tcodevelopment.com](http://www.tcodevelopment.com)
-



# Labeling Resources

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- [www.newdream.org/procure](http://www.newdream.org/procure) -- "Getting Started" section includes lots of useful resources, including June 2004 *Government Procurement* article on eco-labels.
  - [www.eco-labels.org](http://www.eco-labels.org) -- Maintained by Consumers Union, publishers of *Consumer Reports*. Includes an assessment of more than 90 (and growing) labels.
  - [www.gen.gr.jp](http://www.gen.gr.jp) -- Global Ecolabeling Network website, provides links to ecolabeling programs worldwide, most of which include English websites.
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# Labeling Resources

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- [www.epa.gov/oppt/epp](http://www.epa.gov/oppt/epp) -- EPA's Environmentally Preferable Purchasing Program. Includes list of questions for evaluating labeling and certifying claims.
  - [www.epa.gov/oppt/epp/database.htm](http://www.epa.gov/oppt/epp/database.htm) -- EPA green purchasing database
-

# Q & A

➤ To ask a question, press 01 on your touch-tone phone. This places your call into an electronic queue.



➤ To submit a question over the web, type your question in the "text chat" area at the bottom left hand corner of the screen, then click on "Ask Presenter".

Thank you for your questions

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